

6.9 MINUTES

**A CHALLENGE FOR REAL ESTATE
COMPANY WEBSITE OWNERS.**

**IS YOUR WEBSITE
SMART?**

TIP

1. Watch entire presentation.
2. Save presentation to your computer.
3. Re-watch & Test Your Website.
4. Share with Colleagues.

TOP 4 TRAITS OF A **SMART** REAL ESTATE WEBSITE

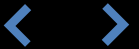
SEO
FRIENDLY

YOU
CONTROL

IMPRESSIVE
DESIGN

LEAD
GENERATOR

IS YOUR REAL ESTATE
WEBSITE **SEO**
FRIENDLY?

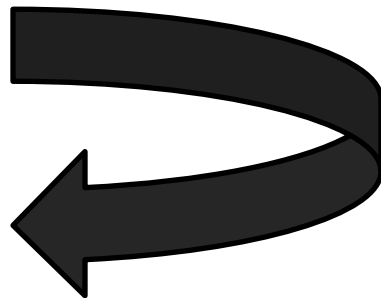


IS IT **ACCESSIBLE?**

Find Out in 3 Steps

STEP 1... GO TO

Google



Google Search

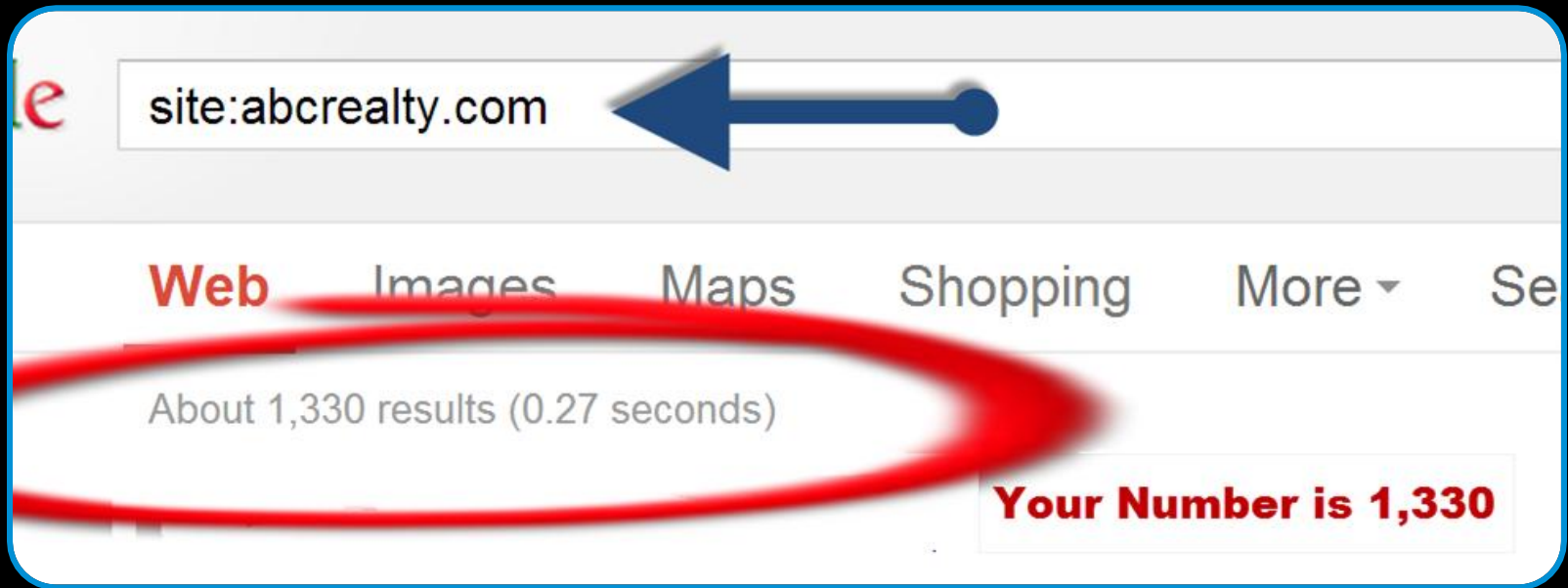
I'm Feeling Lucky

STEP 2: SEARCH YOUR SITE ON GOOGLE

Type this into Google's search box...
site:YourWebsite.com

STEP 3: VIEW GOOGLE'S RESULTS

Your results number will appear where the red circle is. Write it down.



MEASURE INDEXATION RESULTS

COMPARE Google's result number

WITH the **total** number of...

pages on your website (including property pages!)

ARE GOOGLE'S & YOUR NUMBERS...



CLOSE?

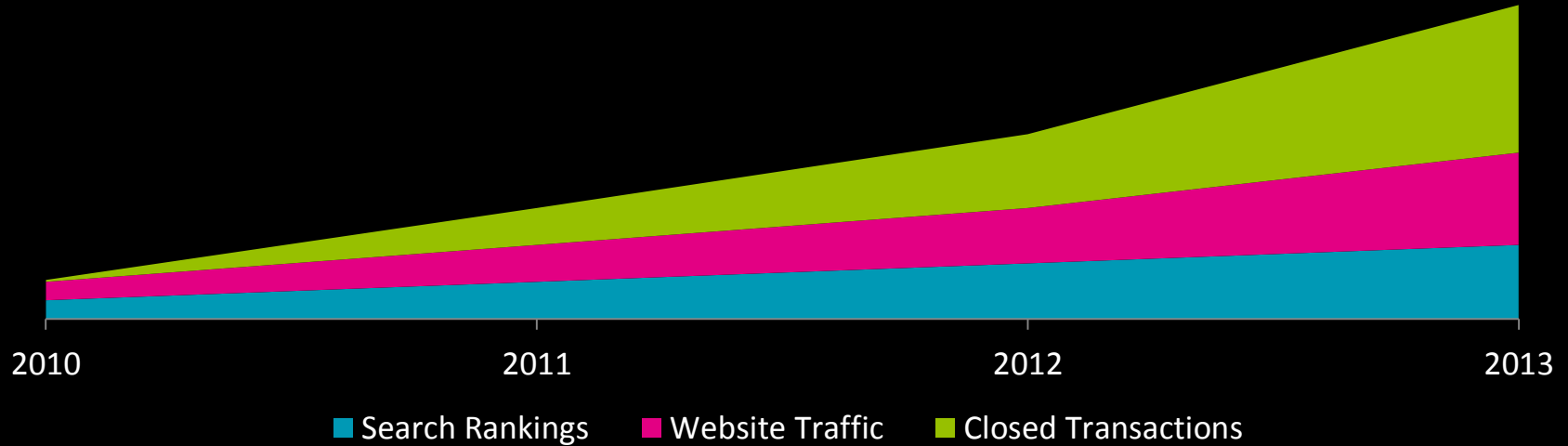
Your pages **are** accessible to Google!



NOT CLOSE?

Your pages **may not** be accessible to Google.

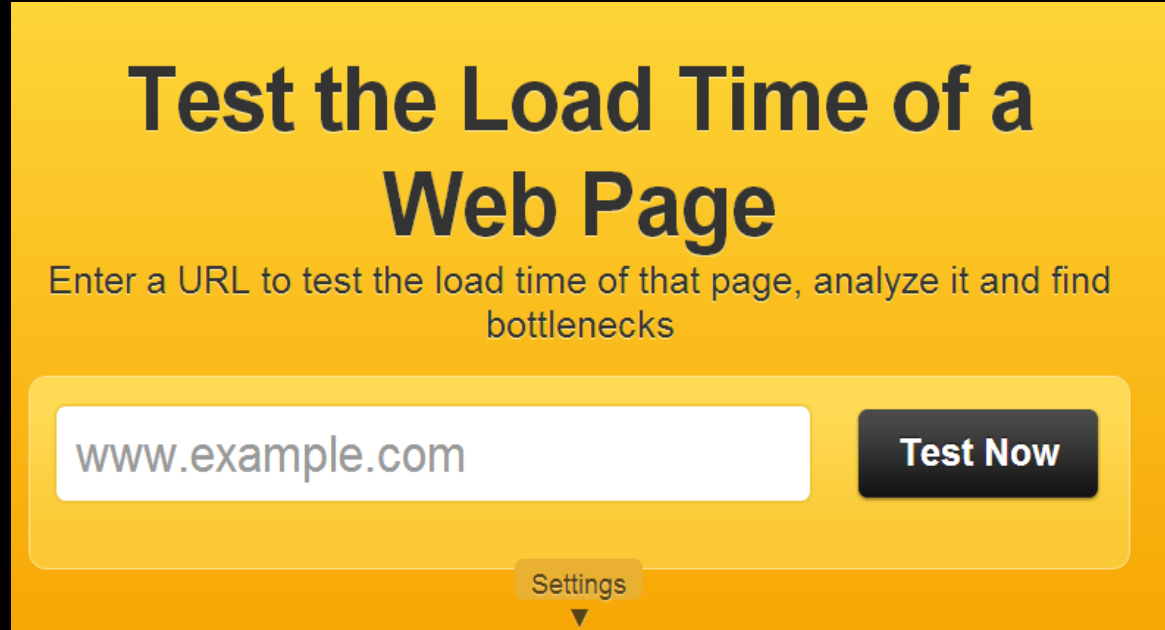
DO YOU HAVE STEADY ONLINE GROWTH?



IS YOUR WEBSITE LOAD SPEED...

Fast or Slow? Let's Find Out.

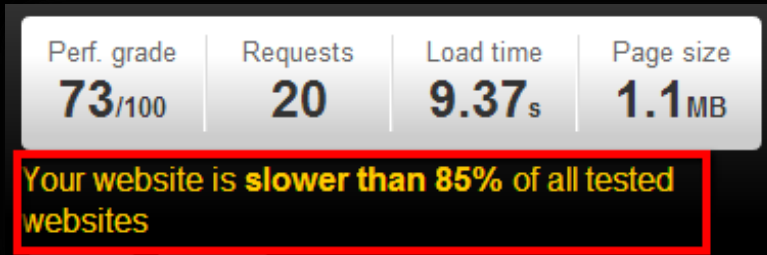
1. Go to
<http://tools.pingdom.com/fpt>
2. Enter your
website
3. Hit Test Now



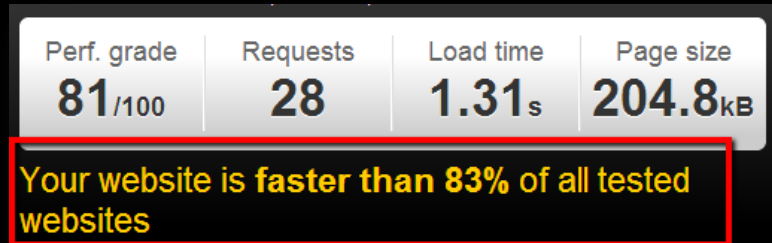
The screenshot shows the Pingdom website load time testing tool interface. It has a yellow background. At the top, the text "Test the Load Time of a Web Page" is displayed in a large, bold, dark font. Below this, a smaller line of text says "Enter a URL to test the load time of that page, analyze it and find bottlenecks". In the center, there is a white input field containing the text "www.example.com". To the right of the input field is a dark button with the text "Test Now" in white. Below the input field and button, there is a "Settings" button with a downward-pointing triangle icon.

How Does Your Website Measure Up?

View Your Results.



A Website that is **SLOWER** than 85% of others is **not good**.



A Website that is **FASTER** than 83% of others is **good**.

WHO LIKES A SLOW WEBSITE?

Google
doesn't.



Search Rankings

Google and other search engines take website load speed into consideration for search rankings.

Your web
visitors
don't.



Online Visitors are Impatient

You can have the best real estate company website, but if it loads slowly, visitors will leave.

SEO TAKEAWAYS

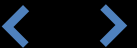
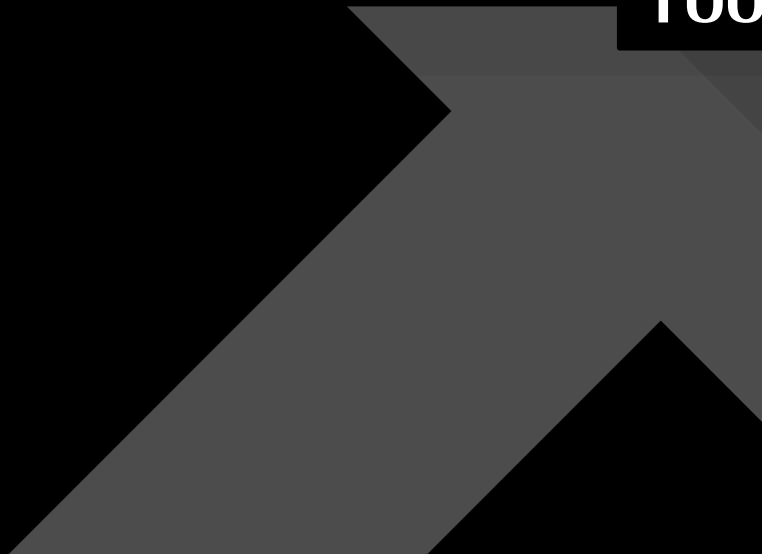


- ❖ Are your pages accessible and listed on Google?
- ❖ Does your website experience steady...
 - ✓ keyword ranking growth?
 - ✓ website traffic growth?
 - ✓ closed sales growth?
- ❖ Is your website load speed fast?

DO YOU

CONTROL

YOUR WEBSITE?



DO YOU CONTROL YOUR **CONTENT**?



NO



YES

IS IT **EASY** TO...
ADD, CHANGE
OR UPDATE WEB
CONTENT?

DO YOU CONTROL YOUR **WEB** **DESIGN?**

NO



YES

IS IT *EASY* TO...
**TWEAK,
CHANGE OR
UPDATE**
YOUR WEB DESIGN?

DOES YOUR WEBSITE USE THE **LATEST TECHNOLOGIES?**

IS YOUR WEBSITE

TECHNOLOGY

UPDATED...

✓ **at least 2 X
every year?**

NO



YES!



DO YOU HAVE ACCESS TO THE BEST WEB TOOLS?

Can you *EASILY* add or
change...

- ✓ call to actions?
- ✓ featured photo galleries?
- ✓ new neighborhoods?



NO

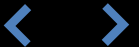
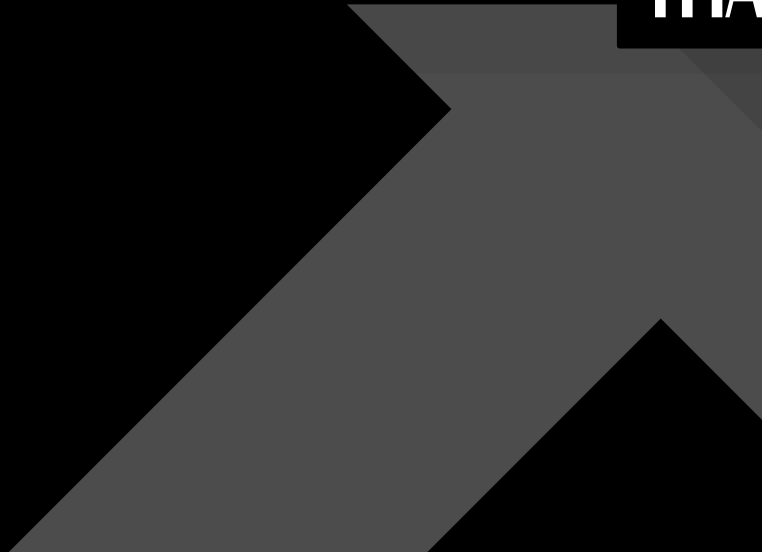


YES!

WEBSITE CONTROL TAKEAWAYS

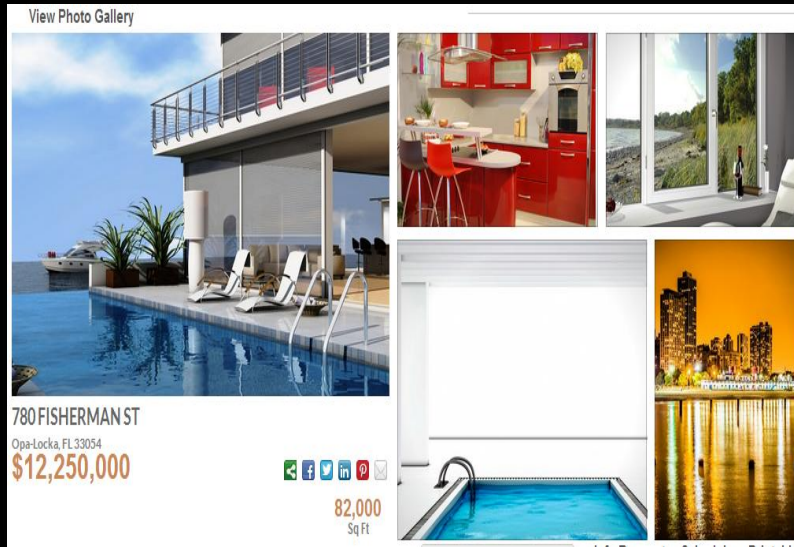
- ❖ Is it easy to make content changes or updates?
- ❖ Is it easy to make tweaks to your website design?
- ❖ Does your website utilize the latest technologies?
- ❖ Can you add web tools that engage & retain visitors?

DOES YOUR **WEBSITE**
DESIGN CLOSE
TRANSACTIONS?



PICTURES SELL REAL ESTATE

Is your website photo centric to sell more real estate?

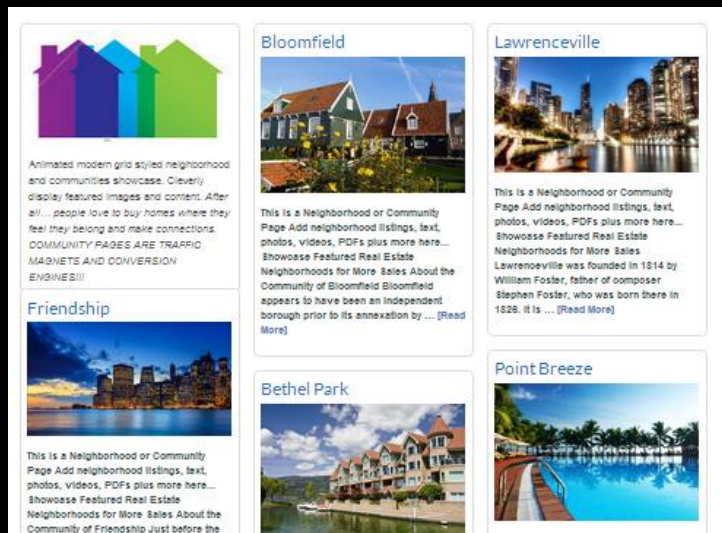


PINTEREST & INSTAGRAM PROVE PHOTOS WORK

- ✓ No matter how well written a property description is, it will never grab the attention of a buyer better than a picture will.
- ✓ The main emphasis of any real estate website should be imagery that tells a story in photos that convey "I want to see more" from buyers.

NEIGHBORHOOD DATA

Does your website offer community information?

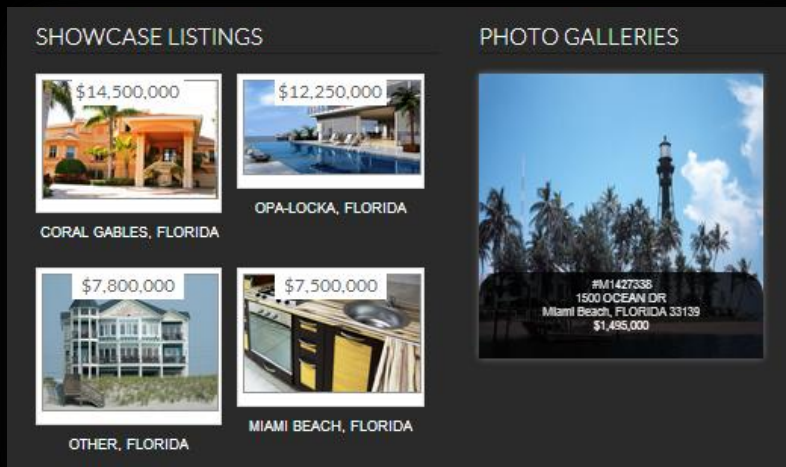


**People buy homes
where they feel a
connection.**

- ✓ Community or neighborhood pages offer lifestyle buying decisions for both relocation and local buyers.
- ✓ This type of content demonstrates local expertise, and can dramatically increase online visibility with Google love!

PROFESSIONALLY DESIGNED

Does your website make a great first impression?



ARE YOU CREDIBLE?

- ✓ First and foremost buyers and sellers want to work with professional Realtors. Is your website polished and does it scream professionalism?
- ✓ To stand out and differentiate your company, your website should not look like every other real estate website on the World Wide Web.

MAP SEARCHES

Does Your Website Provide Search Tools Buyers Want?

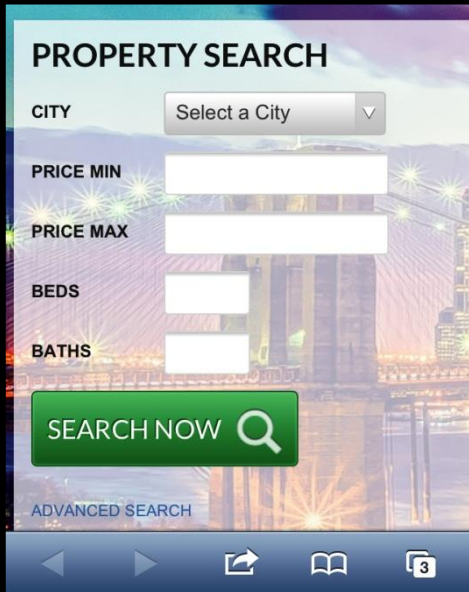


- ✓ **Buyers love to view homes on maps.**
- ✓ **Sellers love it when buyers can view their listings via maps.**

- Buyers who explore neighborhoods and visualize property locations, make faster purchasing decisions.
- Property search maps keep people engaged and turn them into a returning website visitor.

VIEWABLE ON MOBILE DEVICES

Is your website accessible from mobile devices?

A screenshot of a mobile application interface for property search. The background is a city skyline at night. The interface includes a 'PROPERTY SEARCH' header, a 'CITY' dropdown menu with 'Select a City' text, and input fields for 'PRICE MIN', 'PRICE MAX', 'BEDS', and 'BATHS'. A green 'SEARCH NOW' button with a magnifying glass icon is prominent. Below it is a link for 'ADVANCED SEARCH'. At the bottom, there is a navigation bar with icons for back, forward, share, bookmarks, and a notification badge showing the number '3'.

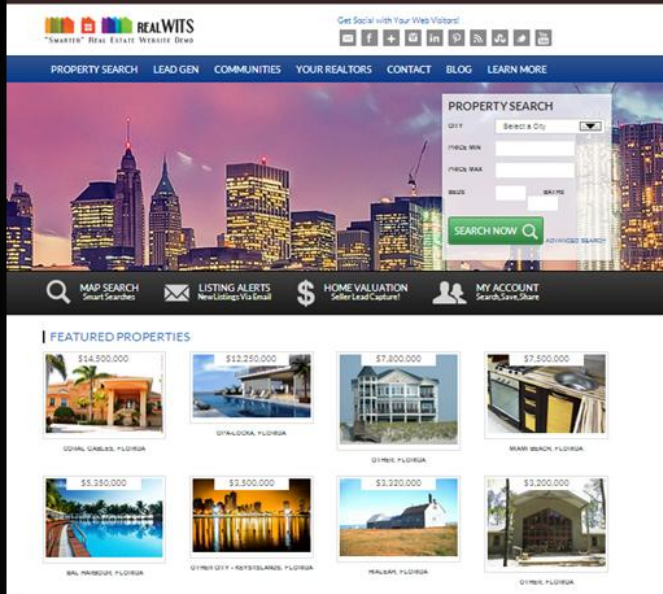
The Usage of Mobile Devices is Rapidly Growing

"More than two-thirds of prospective buyers who use a mobile device in their home search reported contacting a real estate professional for a showing as a result of their mobile search"

...according to a survey from The Real Estate Book

EASY TO NAVIGATE

Does Your Website Frustrate Your Visitors?



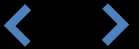
Can Visitors **Quickly**
Find What They Want?

- ✓ Does your website eliminate confusion?
- ✓ Is your content buried or is it strategically designed for easy navigation?

WEBSITE DESIGN TAKEAWAYS

- ❖ Is your website photo-centric?
- ❖ Does your website make a great first impression?
- ❖ Can your online visitors quickly find what they want?
- ❖ Do you offer informative neighborhood information?
- ❖ Do you have web tools that engage & retain visitors?
- ❖ Is your website viewable on mobile devices?

DOES YOUR WEBSITE
PRODUCE
QUALITY LEADS?



ONLINE REAL ESTATE **LEAD GENERATION**

Top **4** traits associated with effective lead generation outcomes.

DESIGN



Strategic website design enhances lead collection.

AUTO-PILOT



Set it & forget it, increases success.

ROUTING



Speedy follow-up challenges competitors.

TRACK



Monitoring & tracking improves accountability.

LEAD GENERATION BY DESIGN

Is your website designed
to **capture &
nurture** buyer
& sellers leads?

YES!



NO



AUTO-PILOT LEAD CAMPAIGN

Does your website
incorporate... **set
it & forget it**
lead follow-up?

YES



NO



Add New Contact Route

Select An Agent

Core Fields Routes Type

Cities

Route

Aaron
Baxley
Blackshear
Broxton
Brunswick
Clinchfield

Low Price

High Price

Minimum Square Footage

Maximum Square Footage

Cancel Save Changes

LEAD ROUTING

Do your leads
selectively get
forwarded to the **best**
resource? (the one most
apt to close that lead?)

YES



NO



Add New Contact Route

Select An Agent

Core Fields Routes Type

Cities

Route

Aaron
Baxley
Blackshear
Broxton
Brunswick
Clinchfield

Low Price

High Price

Minimum Square Footage

Maximum Square Footage

Cancel Save Changes

MONITORING & TRACKING LEADS

Can You
**MONITOR &
TRACK** LEADS
for accountability
& opportunities?



YES



NO

Lead Data For Angela [REDACTED] Change lead Go Similar Pages

[Traffic History](#) [Property Updates](#) [Saved Properties](#) [Saved Searches](#) [Edit Lead](#) [Notes](#)

Show entries Search:

Date	IP	Page	Referrer
Feb 20th, 2013 14:21:44	[REDACTED]	/idx/thankyou.php	http://property.[REDACTED]/usersignup
Feb 20th, 2013 14:21:50	[REDACTED]	/idx/myaccount.php	http://property.[REDACTED]thankyou.php
Feb 20th, 2013 14:24:46	[REDACTED]	/idx/search.php	http://property.[REDACTED]myaccount
Feb 20th, 2013 14:24:59	[REDACTED]	/idx/results.php	http://property.[REDACTED]search/homes2
Feb 20th, 2013 14:40:37	[REDACTED]	/idx/thankyou.php	
Feb 20th, 2013 14:40:43	[REDACTED]	/idx/myaccount.php	http://property.[REDACTED]
Feb 20th, 2013 14:40:47	[REDACTED]	/idx/search.php	http://property.[REDACTED]myaccount

WEBSITE REAL ESTATE LEAD TAKEAWAYS

- ❖ Is your website strategically designed to capture & retain leads?
- ❖ Is your lead follow up set on auto-pilot?
- ❖ Are your leads instantly forwarded to the most ideal agent?
- ❖ Can you monitor and track your leads?

IS YOUR WEBSITE **SMART?**

Is It
**SEO
FRIENDLY**

ARE YOU
**IN
CONTROL**

Is Your
**DESIGN
IMPRESSIVE**

Does It
**GENERATE
LEADS**

Yes or No?

SEO Friendly
+ Website **Control**
+ Impressive **Design**
+ **Lead** Generating


A **Smart** Real Estate
Company Website

It's no
secret!

IS YOUR WEBSITE SMART?



Learn More: [realWITS.com](https://realwits.com)



How many
times did
you
answer
YES?

- ❖ This challenge was designed for real estate companies and brokers to provide valuable website insider takeaways.
- ❖ Because real estate companies that don't always know if their website has built in intelligence.

To learn more...

- ✓ visit realWITS.com
- ✓ or homeGOaround.com for a "live" smart real estate company website demo

**Thanks for watching! The smart real estate company
website people at realWITS.com**